

M.A. BUSINESS ECONOMICS

SEMESTER I

Core	Code	Title	H	Credit	CA	End Sem	Total
Core: 1	8P15/1C/MIC	Micro Economic Analysis	6	4	40	60	100
Core: 2		Accounting and Auditing	6	4	40	60	100
Core: 3	8P15/1C/MAT	Mathematics for Economists	6	4	40	60	100
Core: 4	8P15/1C/STA	Statistics for Economists	6	4	40	60	100
Major Elective :1	8P15/1E1/FIN	Financial Economics	4	3	40	60	100
Soft Skills		Personality Development	2	2			
	Total		30	21			

SEMESTER II

Core: 5	8P15/2C/MAC	Macro Economic Analysis	5	4	40	60	100
Core: 6		Management Accounting	5	4	40	60	100
Core: 7	8P15/2C/OPE	Operations Research	5	4	40	60	100
Core: 8	8P15/2C/STT	Statistics with Computer Applications	5	4	40	60	100
Major Elective:2	8P15/2E2/MAN	Managerial Economics	4	3	40	60	100
Extra Disciplinary Elective Subject : 1	8P15/2E/HUM	Human Resource Management	4	3	40	60	100
Soft Skills	8P15/2S/INT	Interpersonal Communication	2	2			
	Total		30	24			

SEMESTER III

Core	Course Code	Course Title	Hours	Credit	CA	End Sem	Total
Core: 9	8P15/3C/APE	Applied Econometrics	6	4	40	60	100
Core: 10	8P15/3C/MON	Monetary Economics	5	4	40	60	100
Core: 11	8P15/3C/RES	Research Methodology	5	4	40	60	100
Elective 3	8P15/3E3/MAR	Marketing Management	4	3	40	60	100
Elective 4	8P15/3E4/ POR	Portfolio Management	4	3	40	60	100
Extra disciplinary	8P15/3E/PUB	Public Relations	4	3	40	60	100
Soft Skill	8P15/S3/YMB	Yoga and meditation for Better Living	2	2			
	Total		30	23			

SEMESTER IV

Core: 12	8P15/4C/GDM	Growth and Development Models	6	4	40	60	100
Core: 13	8P15/4C/INT	International Economics	6	4	40	60	100
Core: 14	8P15/4C/EOH	Economics Of Health	6	4	40	60	100
Core: 15	8P15/4C/PRO	Project	6	4	40	60	100
Elective:5	8P15/4E5/EVM	Event Management	4	3	40	60	100
Soft Skill	8P15/4S/EMS	Employability Skills	2	2			
	Total		30	21			

SEMESTER – I

MATHEMATICS FOR ECONOMISTS

Teaching Hours : 90

Credits : 4

Course Code : 8P15/1C/MAT

LTP : 3/ 3/ 0

OBJECTIVE:

To enable students to understand the application of Mathematical Models to Economic Theories and scientific testing of Economic Theories.

UNIT I: Matrix Algebra and Linear Models-Transpose and Inverse – Determinants and Rank – Test of Non – Singularity –Inverse Matrix – Cramer’s Rule-Nobel Laureate Wassily Leontief (1973) Input – Output Analysis- Hawkins & Simon’s Condition.

20hrs

UNIT II: Differentiation - Partial Differentiation –Second Order – Cross Partial Derivatives- Young’s Theorem

20hrs

UNIT III: Applications of Partial Derivatives in Economics – Extreme Values of Function of Two Variables –Cost and Profit Functions-Lagrangian Function – Jacobian and Hessian.

15hrs

UNIT IV: Elementary Integration Techniques- Indefinite Integrals- Rules of Operation-Definite Integrals- Economic Applications – Derivation of TC and TR from MC and MR- Consumer’s Surplus- Producer’s Surplus.

15hrs

UNIT V: First Order Difference Equation- General Formula - Stability- The Cobweb Model.

20hrs

SEMESTER – I

STATISTICS FOR ECONOMISTS

Teaching Hours : 90

Credits : 4

Course Code : 8P15/1C/STA

LTP:3/ 3/ 0

OBJECTIVE:

To enable students to understand the application of Statistical Tools in Economic Analysis.

COURSE OUTLINE:

UNIT I: Interpolation and Extrapolation - Newton's and Lagrange's Methods only.

15hrs

UNIT II: Probability – Theorems – Addition- Multiplication -Conditional Probability- Bayes' Theorem Mathematical Expectation- Theoretical Distribution – Normal- Binomial and Poisson

20hrs

UNIT III: Index Number – Types of Index Numbers – Construction of Consumer Price Index – Wholesale Price and Production Indices in India.

20hrs

UNIT IV: Analysis of Time Series- Measurement of Trend – Semi Averages, Moving Average-Method of Least Square- Seasonal Variations -Theory of Estimation – Types and Properties.

15hrs

UNIT V: Simple Correlation, Partial Correlation – Multiple Correlation and Regression – Multiple Regression.

20hrs

SEMESTER – I

FINANCIAL ECONOMICS

Teaching Hours :60

Credits: 4

Course Code : 8P15/1E1/FIN

LTP: 4/0/0

OBJECTIVE:

To enable students to understand the working of money and capital market and the reforms in the financial sector.

UNIT I: Capital Market – Primary and Secondary Market Structure

10hrs

UNIT II : Intermediaries-Stock Brokers- Underwriters - Depositories - Credit Rating Agencies.

10hrs

UNIT III: Stock Market System – Trading- Listing – Market Efficiency – Pricing – Insider in India – Investor protection.

15hrs

UNITIV : Derivative Markets – Options and Futures- Derivative Market in India – Recent Trends.

15h

rs

UNIT V : Stock Market System in India – NSE – SEBI – OTC Online Trading System – Recent Trends in Capital Market Operations.

10h

rs

SEMESTER – II

OPERATIONS RESEARCH

Teaching Hours : 75

Credits : 4

Course Code : 8P15/2C/OPE

LTP: 3/ 2/ 0

OBJECTIVE:

To enable students to understand the essential quantitative tools to make decision making a rational process.

COURSE OUTLINE:

UNIT I:	Operations Research – Introduction – Meaning – Scope – Models – Limitations – Formulation – Application in Management Decision making.	15h
		rs
UNIT II:	Nobel Laureate Tjalling Koopmans (1975)Transportation Models – Assignment Models – North West Corner Rule Method – Least Cost Entry Method Vogel’s Approximation method	15h
		rs
UNIT III:	Decision Theory – Certainty - Uncertainty -Use of Probability – Applications – Baye’s Theorem – Decision Trees.	15h
		rs
UNIT IV:	Network Analysis – Construction of the Network – Time and Critical Path Calculations - CPM.	15h
		rs
UNIT V:	Queuing Theory –Single Channel - Erlang Model- Number of Customers in Number Waiting in Line & System- Waiting Time Line & System – System- Fundamental - Uses	15h
		rs

SEMESTER – II

STATISTICS WITH COMPUTER APPLICATIONS

Teaching Hours : 75

Credits : 4

Course Code : 8P15/2C/STT

LTP : 3/ 2/ 0

OBJECTIVE:

To enable students to understand the sophisticated methods of statistical analysis and the analysis of mass data and variables using statistical package.

COURSE OUTLINE:

UNIT I : Sampling Methods - Hypothesis Testing, Standard Error – Large Sample Test for Two Means and Two Standard Deviations – Two Proportion and Confidence Interval.

15hrs

UNIT II : Small Sample Test – t-Test – Paired t-Test-Chi Square Test of Goodness of Fit – Test of Homogeneity, Test of Independence of Two Attributes.

15hrs

UNIT III: F Test- Analysis of Variance One Way- Two Way Classifications-Design of Experiments- Latin Squares.

15hrs

UNIT IV: Univariate and Multivariate Analysis

15hrs

UNIT V : Introduction-Statistical Data Files- Statistical Workbook – Installation Data Spreadsheet Toolbar – Scroll Sheet – Applications – Diagrams and Graphs, Elementary Concepts in Statistics- Applications in Computer – Correlation, Multiple Correlation, Regression, Multiple Regression, ANOVA (Practical Examination Only).

15hrs

SEMESTER II

MANAGERIAL ECONOMICS

Teaching Hours : 60

Credits: 3

Course Code : 8P15/2E2/MAN

LTP: 4/0/0

OBJECTIVE:

To enable students to understand the models and managerial theories of the firm and the methods for selecting projects under risk and uncertain conditions.

UNIT I: Definition of Economic Models – Types of Models – Analyzing Cases in Managerial Economics – Usefulness of Case – Study Method – Limitations of Case Study Method.

15h

rs

UNIT II: Inventory Management- Types of Inventory - Methods of Inventory Control – EOQ, ABC,VED Analysis

10h

rs

UNIT III: Role of Government in Market Economy – Legal and Social Framework – Restraining Unfair Competition – Increasing Market Power – Reallocation of Resources – Redistribution of Income – Regulation of Natural Monopoly – Stabilisation of the Economy.

15h

rs

UNIT IV: Risk in Project Analysis – Selection of a Project – Finite Horizon Method
Certainty – Equivalent Approach – Decision Tree Approach – Sensitivity Analysis.

10h

rs

UNIT V : Economics and Business Forecasting – Economic forecasts – Methods of Economic forecasting – Evaluating forecasts.

10hrs

SEMESTER – II

HUMAN RESOURCE MANAGEMENT

Teaching Hours: 60

Credits: 3

OBJECTIVE:

To enable the students to know Employee Empowerment, Human Resources Planning, potential appraisal and ultimately management of human resources.

COURSE OUTLINE:

UNIT I: Human Resource Management - Meaning – Objectives- Functions- Scope- Role of HR Manager- Difference between HRM and Personnel Management.

10hrs

UNIT - II : Human Resource Planning – Definition, Objectives, Process -Recruitment – Sources, Process– Selection- Method- Process - Placement and Induction.

10hrs

UNIT - III : Maintenance and Retention – Job evaluation – Objectives, Methods – Training –

Need- Steps- Importance – Motivation – Meaning, Theories-Motivation and Morale.

15hrs

UNIT – IV : Performance Appraisal - Concept- Purpose- Process- Methods – Potential Appraisal.

10hrs

UNIT – V : Industrial Relations – Concept - Causes of Industrial Disputes- Settlement.

15hrs

MARKETING MANAGEMENT

Teaching Hours : 60

Credits : 4

Course Code : 8P15/3E3/MAR

LTP :4/0/0

OBJECTIVE:

To enable students to understand the essentials of marketing management.

COURSE OUTLINE:

UNIT I: Definition of Marketing Management – Evolution, Functions and Characteristics

– Problems – Creativity in Marketing.

20h

rs

UNIT II : Marketing Mix – Personal Selling – Advertisement – Sales Promotion – Public

Relations – Functions and Importance.

10h

rs

UNIT III: Market Segmentation – Importance – Bases – Methods- Marketing Network.

10h

rs

UNIT IV: Marketing Planning and Strategic Planning – Definition - Importance – Benefits of Planning Process- Marketing Information.

10h

rs

UNIT V : Marketing Organization – Evolution – Essentials – Principles – Types, Marketing

Environment – Meaning – Types – Internal and External- e-commerce- Telemarketing.

10h

rs

SEMESTER – III

PORTFOLIO MANAGEMENT

Teaching Hours : 60

Credits : 4

Course Code : 8P15/3E4/POR

LTP :4/0/0

OBJECTIVE:

To enable students to understand the basics of portfolio management.

COURSE OUTLINE:

- UNIT I:** Definition of Investment, Risk and Return, Investment Avenues, Investment Attributes and structure of the Capital Market. Definition - Portfolio Management, functions of Portfolio Management, types Of Managed Portfolios--Portfolio Management Practices in India.
- 10h
rs
- UNIT II :** Concept of Risk in Finance Theory - Sources of risk- diversification of Risk- Measurement of Risk - return in Individual Stocks and Portfolios,- Markowitz Diversification and Classification of Risks- Sharpe's Single Index Market Model.
- 15h
rs
- UNIT III:** Importance of macro-economic environment in security evaluation, opportunities and threats in macro-economic environment-- trade cycles and economic forecasting techniques.
- 10h
rs
- UNIT IV:** Efficient market theories – Cootner's Price-Value Interaction Model-- Samuelson's Continuous Equilibrium Model--Different Forms of Efficient Market Hypothesis and their implications.
- 15h
rs

UNIT V: Capital Asset Pricing Model –Basic Assumptions of the CAPM-- Issues behind the

CAPM Framework--Capital Market Line-- Security Line.

10h

r

SEMESTER – III

PUBLIC RELATIONS

Teaching Hours : 60

Credits: 3

Course Code : 8P15/3E/PUB

LTP :4/0/0

OBJECTIVE:

To understand the importance of developing goodwill of organization with the public at large and to identify the various tool used to promote public relations.

COURSE OUTLINE:

UNIT I: Definition – Distinction between Public Relations and Related Concepts – Publicity, Advertising, Press Agency, Public Affairs.

15h

rs

UNIT II : Importance of Communication – Elements of Communication Model – Effect of

Public Relations in Communication.

10h

rs

UNIT III: Methods of Public Relations – Press – Printed Word – Photography – Exhibition and Trade Fairs – Film – Radio and Television – Speaking in Public – Advertising and public Relations.

15h

rs

UNIT IV: Role of Research in Public Relations – Definition – Purpose – Formal and informal Methods – Steps in the Survey Research Project.

10h

rs

UNIT V : Planning in Public Relations – Strategy Planning – Objectives – Planning Process.

10h

rs

SEMESTER III

YOGA AND MEDITATION FOR BETTER LIVING

Teaching Hours : 30

Credits : 2

Course Code : 8P15/S3/YMB

LTP: 2/0/0

UNIT I: Yoga – Introduction – Yoga as a Science Of Art - The five elements - The steps to the followed - Yoga And Health benefits (The physical and Mental) – Theoretical insight into 10 asanas – Pranayama techniques – Surya pranayama – Nadishuddi and Bastrika – Diet – Nutrition and Health – Understanding Human anatomy and Acupressure Points 10 hrs

UNIT II: Meditation – Introduction – Brain wave patterns – The sub Conscious Mind – Chakras – Anthakarna – Koshas – Receiving universal energy –Goal visualization – The physical body and the etheric body – Positive affirmations – The protective shield .- Emotional Balance – The kundalini Shakti 10 hrs

UNIT III: Practice on 10 Asanas and simplified Physical Exercises – Practical sessions on Meditation – Relaxation techniques and cleansing of chakras – Practical lessons on few Mudras. 10hrs

SEMESTER – IV

INTERNATIONAL ECONOMICS

Teaching Hours : 90

Credits : 4

4

Course Code : 8P15/4C/INT

LTP

:3/3/0

OBJECTIVE:

To enable students to understand to study the tools and Theories of International Trade and the role of International Organizations on world trade.

COURSE OUTLINE:

- UNIT I :** Theories of International Trade- Stolper- Samuelson Theorem- Metzler Paradox- Nobel Laureate Paul Krugman (2008) - Rybnzynski
20 hrs
- UNIT II :** Exchange Control Measures – Objectives – Methods – Determination of Equilibrium Exchange Rate – Theories – Mint Par – Purchasing Power Parity – Balance of Payment Theory.
20hrs
- UNIT III :** Balance of Payment – Structure – Disequilibrium – Causes – Remedies– The Absorption Approach – Effects –Foreign Trade Multiplier – Backwash Effects -Dumping- Anti-Dumping methods.
15hrs
- UNIT IV :** Foreign Direct Investment - Types – Merits and Demerits – Role and Functions of Multi-National Corporations – Technology Transfer- Impact of Foreign Capital on India’s Economic Development.

15hrs

UNIT V : WTO - NAFTA- RTAS- RIAS- North- South Dialogue- South- South Dialogue- EEV.

20hrs

SEMESTER – IV

EVENT MANAGEMENT

Teaching Hours : 60

Credits : 3

Course Code : 8P15/4E5/EVM

LTP :4/0/0

OBJECTIVE:

To get knowledge about the various aspects of event management.

COURSE OUTLINE:

UNIT I : Introduction to Event Management – Definition – Types – Scope – Design.

15hrs

UNIT II : Departments in Event Management – Finance and Accounts in Events – Role of Event Manager.

10hrs

UNIT III: Creativity in Event Management – Set Design, Sound, Light, Special effects – Televised- Events – Use of Internet in Event Management.

10hrs

UNIT IV: International Events – Awards – Special Events – Celebrity and Artiste Management - Sports.

10h

rs

UNIT V:Event Management Industry in India—Institutions—Agencies—Networking—

Contract—Sub contract—Outsourcing.

15hrs

SEMESTER IV

EMPLOYABILITY SKILLS

Teaching Hours : 30

Credits :

2

**Course Code : 8P15/4S/EMS
2/0/0**

LTP:

UNIT I: Preparing a Curriculum Vitae - Key information – Scientific Approach

15HRS

UNIT II: Dos and Don'ts – Tenets – Mock Interview – Presentation – Practical

5 HRS

UNIT III: Soft skill improvement – Communication Skills – Listening – Skills- Build Relationships – Practice Leadership – Taking initiative

10 HRS

